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METHODS AND SYSTEMS OF OBTAINING CONSUMER REVIEWS

Abstract of the Disclosure

One embodiment of the present invention is a system and method of encouraging customers to review purchased items. Customers are provided with review requests a predetermined amount of time after the customer has purchased an item or had the item delivered. The predetermined amount of time is related to an estimated time it will take the customer to evaluate the item. The reviews may include textual reviews that are presented to other customers and/or item ratings that are used to generate personal recommendations.

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